SOUTH PASADENA LOCAL HISTORY SOUTH PASADENA PUBLIC LIBRARY MATERIALS SUBJECT: OSTRICH FARM

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Cawston Ostrich Farm: Accent Un Sorus mistory

by Norma LeValley

Back in 1889 South Pasadena had a tourist attraction so popular that the Pacific Electric Railroad established special branch lines to accommodate visitors.

Edwin Cawston's nine-acre Ostrich Farm in the area of Sycamore Avenue, Arroyo Verde, and Monterey Road boasted over 250 live ostriches.

Bringing Herbert Vatcher with him from England to landscape and lay out the grounds, Edwin Cawston started with 50 birds that he brought by ship and train from Africa. His ostrich farm was so popular that more mail came there at the turn of the century than any other city in California.

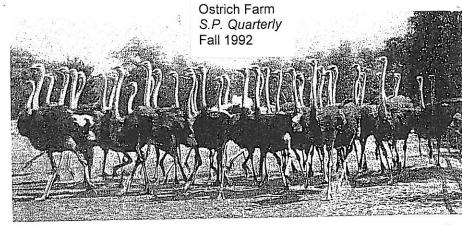
He negotiated with the South African Government to buy the 50 birds for \$6,000 in 1886, shipping out in the middle of the night to avoid the imposed duty of \$500 per ostrich and \$25 per egg.

He had prepared a ship expressly fitted with padded enclosures and stocked with tons of food, including gravel so important for the ostriches. Still, the 5 weeklong trip was traumatic. The birds were put ashore in Galveston, Texas only to board railroad cars for the rest of the trip.

By the time they reached Southern California, 32 ostriches had perished. The 18 which survived were the parents of the many birds to come. Records reveal that he imported 4 pair of Nubian ostriches from North Africa to breed with the others in an attempt to achieve more beautiful plumage. No other records of further importing have been found.

He located the farm in Los Angeles County until he found the permanent area in South Pasadena in 1896, which he incorporated in 1906.

The farm was located in a 9



'WATCH BIRDS'--A common sight at the turn of the century until the 1930s were the 'tourist attraction' ostriches seen at the popular Cawston Ostrich Farm. Starting with 50, the flocks grew and provided fashionable feathers throughout the world.

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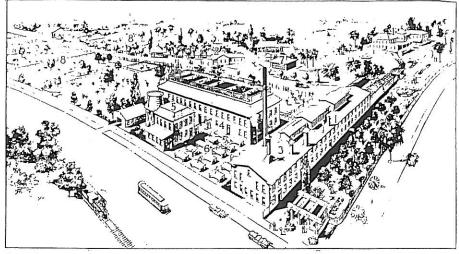
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See Ostrich page 38





CAWSTON OSTRICH FARM--At the turn of the century, the nine-acre ostrich farm, located by Sycamore Avenue and Pasadena Avenue, featured ostriches from birth to 'feather harvesting.' Feather showroom featured hats, plumes and boas of the day.

Ostrich

from page 37-

acre section surrounded by the Santa Fe and Union Pacific Railroads. There were also stops for the Pacific Electric Car bringing visitors east from Los Angeles and west from Pasadena.

The farm was open from 9 a.m. until dark every day. Ad-

mission was 25 cents for adults and 10 cents for children. It was a semi-tropical park lined with orange groves, palm trees and the stately live oaks indigenous to that region. He had terraced the park with cobblestone ditches and paths.

An unusual effect was achieved by allowing ferns to grow up on the roofs of the buildings and trail around the oak trunks. Viewing benches were scattered in strategic locations. An aviary displayed rare tropical birds along with those native to California. There was a large fish pond and a wishing well. The gardens were lovely stage sets and some of the backgrounds were painted with pyramid and desert scenes for the benefit of people who came to the ostrich farm to see ostriches from "the egg to the plume."

He provided guides to give patrons the background about the care and feeding of the ostrich. They would relate amusing stories about the birds, asking visitors to beware of diamond broaches, hats and green veil as the ostrich loved to chew such

articles.

The birds were fed an excellent diet of vegetables, including turnips, alfalfa greens, carrots and beets. They were given quantities of gravel and at noon each

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from page 38

day, broken bones and shell bits.

A tour of the farm would probably start in the brooding house. Here, visitors could gaze on 3pound eggs with the chicks pecking their way out of the shell. The baby ostrich is about 12 inches tall at birth. It reaches its height before the year is up as it grows a foot taller each month. The average height for the adult ostrich is 7 to 8 feet tall.

The chicks look alike until they reach maturity. At this time the male bird begins to look darker with glossier feathers. It is the male bird who prepares the nest by scratching a hollow in the warm sand. The female lays an egg every other day until she has put up to 15 in the nest.

The male shares the incubation duty with the female. He sits at night and she sits in the daytime. If the female, for some reason, refuses to sit, the male will refuse also. The incubation lasts about six weeks, hatching strong babies covered with stubby feath-

The tour would continue to the various corrals enclosing the adult birds., There were small enclosures for the mating pairs and one large corral holding up to 150 ostriches. There were signs requesting that visitors not feed the birds which, like today, were ignored.

People delighted in throwing whole oranges to the birds who would open their beaks to about 4 inches and gulp one after the other. Sometimes one would see as many as ten oranges moving down one long neck at a time.

After viewing the ostrich in a natural type setting, visitors were welcomed to watch the clipping of the feathers when the birds had matured.

Mr. Cawston was very careful to inform the public that his method of taking feathers was not painful nor injurious to the ostrich. He advertised in the local newspapers when clipping time was near so that the public would feel free to attend. The birds would be clipped after each seven months of growth.

For the clipping, the bird had to be coaxed into a corner. He was blindfolded with a large hood. One man sat astride the bird while another clipped one feather at a time from the wings and tail only. The quill stumps were left in the birds so that the secretions from them could be absorbed before the new feathers began to grow in their places.

See Ostrich page 40

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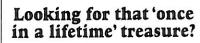
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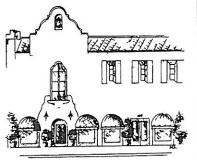
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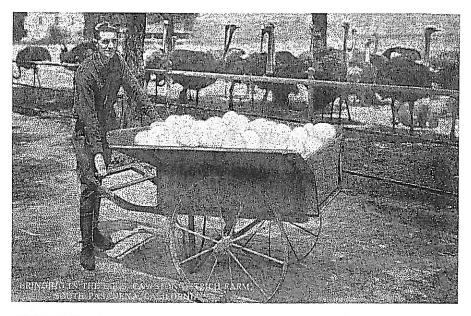
Ostrich

from page 39

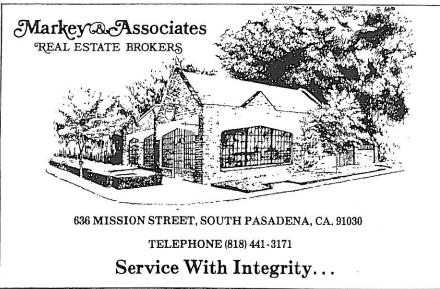
The visitor now continued his tour to the factory where the feathers were graded, sorted as to color, length and width, curled and dyed to match any sample color. There were over 500 grades of feathers. The advertising promise was that any order would be filled with great care, regardless of the size of the order.

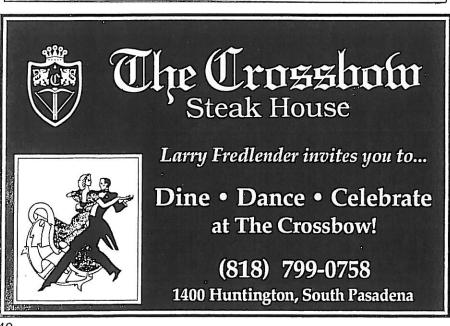
The final sight on the tour through the ostrich farm was the display room. In this exhibit feather goods worth \$50,000 were displayed.

Mr. Cawston was extremely sensitive to public opinion. He was careful to publicize the fact that he did not approve of killing



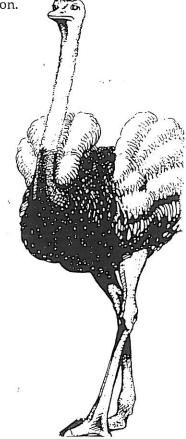
SCRAMBLED--From the turn of the century through the '30s, South Pasadena was the home of Cawston Ostrich Farm -- the Disneyland of its day. About five acres of land in park-like setting featured performing ostriches and feather salesrooms. *





birds for their feathers. He even managed to obtain a statement from the Audubon Society acknowledging his method as harmless.

Several of Cawston's ostriches had names such as Maggie, Jiggs, George Washington and Mrs. McKinley and could be heard trumpeting during breeding, greatly resembling the roar of a lion.



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One of the Strangest Sights in

By RICK THOMAS

The Ostrich Feather

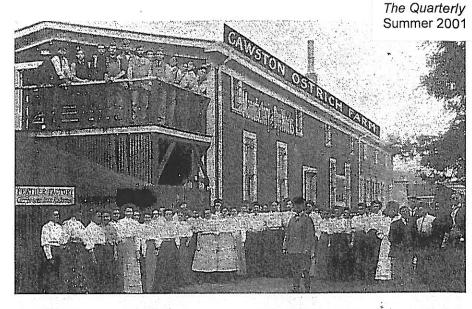
It's hard to imagine how popular ostrich feathers were a hundred years ago. While fashions come and go with each season now, ostrich feather fashions remained popular in America for nearly 25 years. The ostrich feather symbolized wealth and upper class refinement much as a fine automobile does today. One Cawston catalogue declared: "Ostrich feathers are now as staple as diamonds. They do not fluctuate in popularity like furs, and are constantly used."

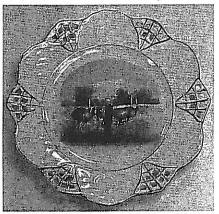
Ostrich feathers were dyed in a variety of colors ranging from black, white, light blue and pink. They were handcrafted into an array of garments and accessories, such as boas, hats, fans and muffs. Imagine the scene in the late 1800s when the Victorian time period dictated a flowing and less ambiguous adomment. Ostrich feathers piled atop a broad-rimmed hat had an airyfloating grace and seemed to accent the more restrained cotton dress that had a corset pulled tight underneath. Prices remained high for imported ostrich feathers from South Africa, the principal supplier of ostrich feathers for the world's fashion community at that time.

Edwin Cawston, English adventurer and world traveler, quickly realized there was big money to be made in ostrich farming in America. He was convinced that Southern California, with its year-round mild climate, was the perfect location to launch his new business enterprise.

Midnight Run

Cawston traveled to South Africa in July, 1886 to acquire his valuable feathered stock. While there, the Cape Colony government caught wind of his business plans in California and hastily passed a law requiring a \$500 duty per ostrich and \$125 per egg (a huge sum in 1886) to export this unpredictable bird to America. In a bold move,



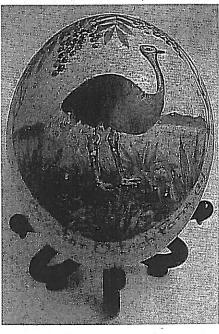


Edwin Cawston set sail from South Africa leaving with more than 50 male and female ostriches on the eve the protectionist law went into effect.

Cawston purchased land in South Pasadena to build his show-case ostrich farm. With nearby Pasadena winter tourism at an all-time high, his goal was to attract large numbers of visitors to his farm and gain national attention in the process.

A Trip to the Farm

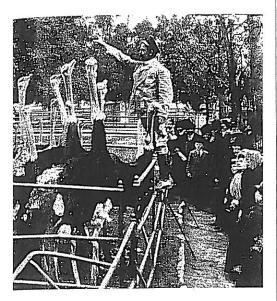
Ostriches were rarely seen in America before the turn of the century. Cawston's farm was not a sterile farm-like environment or a traditional zoo setting, but akin to a modern day amusement park that rivaled the top Southern California

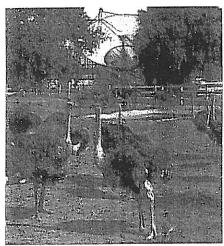


attractions of that time: Santa Catalina's Avalon Bay, Busch Gardens, Mt. Lowe Railway, and Gay's Lion Farm in EI Monte.

Visitors to the farm saw the attendants tossing whole oranges to the ostriches. Large crowds would gather during these feedings. They relished the odd sight of several baseball sized lumps moving slowly down the ostriches' slender, snakelike necks. Another entertaining feature of the farm was watching an attendant ride an ostrich bareback. One Cawston brochure described it

America





as "a most difficult feat and a rare sight."

Visitors were also treated to walking tours of the entire facility where all phases of the ostrich feather operation were explained and viewed. One promotional brochure read:

Come to the farm prepared to spend several hours in the beautiful semi-tropical park of flowers, palms, trees, etc.; enjoy the comfort of the rustic seats, the pretty lawns and the shaded nooks; take afternoon tea at the Japanese Tea Garden on the farm. See the aviary of rare birds, the Ostrich Incubators and young chicks of all ages, how ostrich feathers are dued, curled and handled.

The tour ended on the Cawston salesroom gift shop. Souvenir sales

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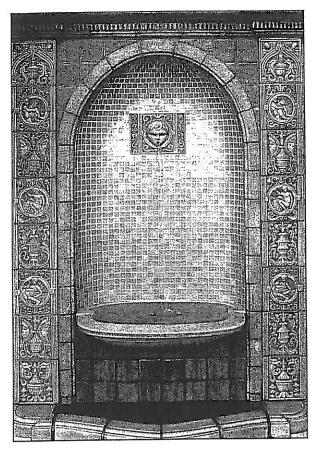
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BARRISTERS ANTIQUES AND TEA ROOM 921 MERIDIAN • SOUTH PASADENA (626) 441-1323 were brisk at the gift shop. Every kind of trinket imaginable had the Cawston mark on it: pocket mirrors, pocket knives, watch fobs, letter openers, paper weights, toothpick holders, match safes, napkin holders, hand-painted plates, tape measures, buttons, spoons and trays of every shape and size. Other popular souvenirs for visitors were photo post cards of a guest sitting bareback on an ostrich (either live or stuffed), ostrich plumes sealed in envelopes and boxes, and hollow ostrich eggs beautifully handpainted by local artisans.

Eastern tourists were encouraged to leave the names and addresses of their friends back home. Cawston would mail each of them - free of charge - three souvenir post cards and an illustrated Cawston catalogue.

Solar Power and Ostriches

In 1901, the Cawston Ostrich Farm was the site of the world's first successful experiment using a solar-powered motor for commercial use. Aubrey Eneas selected Cawston's Ostrich Farm in sunny South Pasadena to showcase his monstrous, parabolic dish and launch his new company, The Solar Motor Co.

The solar motor consisted of a boiler 13 feet in length and a foot wide, containing 1,000 gallons of water. The solar mirrors were configured to focus concentrated light energy onto the boiler. The water boiled and transferred steam to an engine that pumped 1,400 gallons of water per minute from a deep well on the Cawston farm.

It was an odd site for sure: Cawston's flock of some 260 strange-looking birds milling around a towering mechanical beast with its 1,788 mirrors flashing in the bright sun. This spectacle lured several newspaper and magazine reporters to the farm. They reported tales of the California ostrich farm to their Midwest and East Coast readers who were hungry for stories about the west. The New York press described this ostrich farm as "One of the strangest sights in America." Cawston loved the free publicity as

evidenced by the reframes area comments in his advertisements, brochures and catalogues.

The farm was a huge success by all accounts and in a few short years was known as one of California's most popular tourist attractions. At Mt. Lowe's Inspiration Point, there was a hollow-tube scope with a metal sign hanging below it that read "ostrich farm" and pointed tourists to its location in South Pasadena.

By Rail or Road

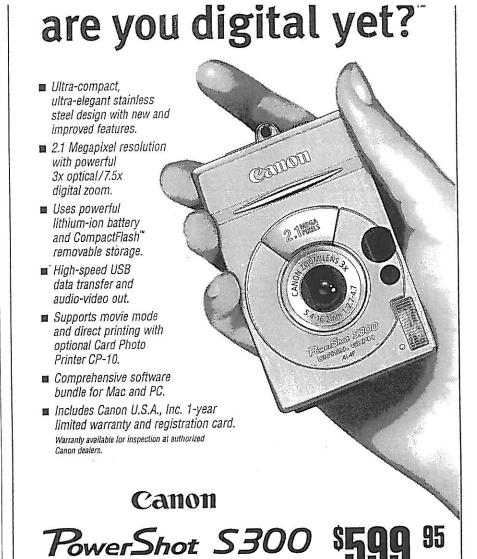
The farm was ideally located mid-way between downtown Los Angeles and Pasadena; easily accessible by established steam and electric railways or by automobile on oiled, dirt roads. The ostrich farm even had its own train stop. From Los Angeles, visitors could take the South Pasadena trolley cars on Main Street marked "Cawston Ostrich Farm." Round trip excursion tickets cost 25 cents, and included admission to the farm. Tickets could be purchased at the Pacific Electric Railway ticket office or at Cawston's Los Angeles Store at 313 South Broadway.

In 1911, Cawston donated a large sum of money to help South Pasadena pay for the completion of the York Street Bridge that crossed the Arroyo. Of course the gesture benefited his farm the most by bringing even more traffic directly to his doorstep. Upon completion of the bridge, the ostrich farm entrance was immediately changed to face Pasadena Avenue to accommodate the increased flow of tourists arriving from Los Angeles by the wildly popular automobile.

The Cawston property resembled the shape of a giant slice of pizza with the railway bordering on one edge, and the roadway on the other. Near the crust of the "Cawston slice" was the showroom/entrance and feather dye factory.

A Boastful Cawston

To promote his burgeoning mail order business, Edwin Cawston mailed thousands of catalogues and placed advertisements in many of the largest national publications. It



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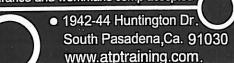




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eventually became so successful that Cawston boasted he received more mail to his South Pasadena address than anyone in California. At the height of the ostrich farm's success, "Cawston's" retail stores were opened in many of the larger cities, including New York, Chicago, San Francisco, and Los Angeles. Every Cawston sale was direct to the customer and came with a signed guarantee to replace any feather in which defects developed within one year from the date of purchase. Edwin Cawston would have loved the Internet!

Typical of turn-of-the-century showmen, Cawston possessed a flare for overstatement, especially when an opportunity presented itself to promote his farm. He boasted on numerous occasions that his was "the original ostrich farm in America." This claim was false. Although he was certainly an early pioneer in America's ostrich farming industry, there were at least two other farms (Anaheim and Fallbrook, California) that opened before his. Nevertheless, Cawston repeated this claim over and over in brochures, newspaper and magazine advertisements, and catalogues.

Cawston's was certainly the best known and most profitable ostrich farm in America. In fact, several more farms sprang up overnight in the wake of Cawston's successful venture in South Pasadena. The more notable farms were located in Los Angeles, San Diego, San Jose, Jacksonville, St. Augustine and Hot Springs, Arkansas.

Going Home

Despite his great business success in America, Cawston always remained loyal to his roots in England. At the entrance of his world famous ostrich farm one could see the early morning ritual of running the flag of the United State's Stars and Stripes up a pole along side the United Kingdom's Union Jack. In 1911, Cawston agreed to sell his ostrich farming empire to a syndicate of Los Angeles bankers for the huge sum of \$1.25 million dollars. The ostrich king then

returned to mis Cobham, England, where he died nine years later. The ostrich farm (which continued to use the Cawston name) remained in operation even during the waning years after WWI. In 1934 the ostrich farm was sold at auction to satisfy a tax claim of \$432. One year later, the remaining ostriches were relocated and the South Pasadena ostrich farm unceremoniously closed its doors to the public forever.

Ostrich Farm Site - Today

Today, a small industrial park occupies the pizza-shaped property commonly known as the Cawston Tract and is still bordered by Pasadena Avenue and the right-ofway for the future Metro Blue Line which was formerly the route of the famed Santa Fe "Super Chief" and earlier transcontinental trains. The ostrich farm is written about extensively in Jane Apostal's book "South Pasadena: A Centennial History" and is generally recognized as one of the city's two most prominent busithe Raymond Hotel being the other.

On one of several visits to the Cawston Tract, I uncovered a small stone wall that measures about 3feet high and 12 feet in length that once bordered the farm paralleling the railway tracks. Otherwise there is no physical evidence remaining that would indicate the world famous South Pasadena ostrich farm had ever existed.

These places of our past are not always preserved. But our memories of them and the great showmen who built them can be. We choose every day with our dollars which businesses will survive and which ones will fail. We may even strike out on our own--build that railway into the clouds or create a business empire from nothing more than ostrich feathers. For this reason, the Cawston legacy is merely a reflection of our own legacy, if we choose it. T

Rick Thomas is a resident of South Pasadena and an avid local history collector.



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